

The Influence of Product Quality, Service, and Price on Customer Satisfaction in Printing on CV. Sanggar Undangan in Pekanbaru

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ABSTRACT

This research aims to determine the effect of product quality, service and price on customer satisfaction at CV.Sanggar Undangan printing in Pekanbaru. This research uses quantitative research methods and uses a Likert scale as measurement. The population used in this research are consumers who have used printing services at CV.Sanggar Undangan and are interested in using services at CV.Sanggar Undangan. The research sample was 116 respondents. Data collection was carried out through questionnaires distributed to CV.Sanggar Undangan consumers using a purposive sampling technique . The analysis of this research includes instrument tests, classical assumption tests, and statistical tests which are processed using SPSS tools. The results of this research show that product quality has a positive and significant influence on customer satisfaction, service has a positive and significant influence on customer satisfaction, price has a positive and significant influence on customer satisfaction.

Keywords: Product quality, service and price on customer satisfaction

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INTRODUCTION

In the current era of globalization, every consumer definitely has a number of expectations, the influence of product quality, service and price is expected to increase customer satisfaction with the product or service used. If the product quality, service and price are very good, customers will make repeat purchases. Widjaja (2016) states that consumer satisfaction with a particular product or service depends on several factors such as the cost of switching to another product or service, the similarity in quality, quality or service of the substitute type of goods or services.

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing his or her perception or impression of the performance (results) of a product produced by the company (Kotler, 2014). Consumer satisfaction will provide benefits for the company, because by maintaining and providing satisfaction to consumers, they tend to repurchase the goods and services they have consumed. Factors that can encourage consumer satisfaction include product quality, service quality and price.

Printing is an art that produces copies of images very quickly, such as books, calendars, magazines, newspapers, wedding invitations, posters, stickers with very unique shapes. The number of brands and products competing in the market has become very large, so that consumers have a variety of choices and alternative products and services that can meet their needs and have the right to choose according to what customers want (www.Solusiprinting.com , accessed March 21, 2022).

With the competition that occurs, this requires business people to use all the abilities they have in order to compete in the market. According to Pratiwi & Andalia (2018) consumer satisfaction with service companies is defined as a situation where consumer expectations for a service are in accordance with the reality received about the services provided to consumers. If a service company's service is far below consumer expectations, consumers will be disappointed. Companies, in providing satisfaction to customers, must first study the wants and needs of consumers now and in the future.

The current development of print media is supported by increasingly sophisticated technological developments. So that it brings changes to the form, format, structure, texture and model of the advertisement, but technological developments do not influence or change the content of an advertisement that appears in the media. Making print media now with sophisticated technology is using computers to design advertisements for a product using graphics and printing with a printer (<https://id.wikipedia.org>).

The development of science and technology is progressing more rapidly, so that currently the printing industry is increasingly complete and modern. Printing companies in Riau are growing rapidly, both on a large, medium and small scale. This development also occurred in Pekanbaru City, where there are quite a large number of printing companies. The growth in the number of printing companies has resulted in increasingly high business competition in this field. What happens is that competition is very tight, making businesses unhealthy, such as winning customers by giving prices below market standards, selling with less content to make it cheaper. These are some of the tricks used to make it easier to sell products to customers. So, it is important for companies to continue to retain potential customers by providing special service methods.

Quality is a dynamic condition related to products, services, human resources, processes and environments that meet or exceed expectations according to Tjiptono & Chandra (2016). Quality is a function of cost where costs can be reduced by process improvements or reducing variations in products or variations in processes. Product quality

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is also a factor that can influence customer satisfaction, goods have a very important meaning for a shop or company because if there are no goods then the shop cannot carry out anything from its business. Customers come to buy goods again if they are interested and find them suitable and comfortable, therefore the goods must match the wishes of the buyers.

According to Tjiptono (2012) product quality is a direct description of a product such as performance, reliability, ease of use, aesthetics and others. Product quality is everything that is able to fulfill customer desires or needs. According to Kotler and Armstrong (2009) in Putri (2018), stated that product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs.

Apart from product quality, service quality is also a form of consumer assessment of the level of service received by consumers themselves. If the service is good, it will increase customer satisfaction and loyalty to make repeat purchases, which of course can also increase the company's income. Therefore, every company must be able to meet the needs and desires of customers by providing the best and highest quality service.

According to Tjiptono (2012) service quality is focused on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to match consumer expectations. According to Kotler and Lukman in (Daryanto, 2014) define service quality as any activity that is profitable in a group or unit, and offers satisfaction even though the results are not tied to a physical product.

According to Kotler & Armstrong (2020) defines price as the amount of money charged for goods and services or the amount of money exchanged by consumers for the benefits of owning or using the product or service. Cheap prices are an important source of satisfaction, if the price is cheap and the quality is felt to be useful it will influence high consumer satisfaction. Product quality is everything that can meet the needs offered by the company to be noticed, requested, and used by consumers. Price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, distribution and promotion) cause costs to arise. Besides that, price is an element of the marketing mix that is flexible, meaning it can be changed quickly.

CV. Sanggar Undangan was founded on February 4 2005, first located on Jl. Ahmad Dahlan No. 53 Sukajadi - Pekanbaru. As its development progresses, Sanggar Undangan now stands in a shophouse located not far from the old place, namely Jl. Ahmad Dahlan No. 35 Sukajadi Pekanbaru. This research focuses on customer satisfaction with CV printing. Invitation Studio in Pekanbaru. If product quality, service and prices are very effective and efficient, the company's overall productivity will increase, so that the company is able to compete in global competition. The following is a table of targets and income on CV. Pekanbaru Invitation Studio:

Table 1. CV Income Target & Realization. Pekanbaru Invitation Studio

No.	Year	Target (Rp)	Income (Rp)	Percentage (%)
1	2018	600,000,000	580,000,000	0.96
2	2019	600,000,000	515,000,000	0.85
3	2020	625,000,000	525,000,000	0.84
4	2021	650,000,000	560,000,000	0.86

Source: Processed Data (2022)

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It can be seen in the CV target and actual income table. Sanggar Undangan Pekanbaru in the last 4 years, namely in 2018 the income level was 0.96%, in 2019 there was a decrease in income, namely 0.85%, then in 2020 there was a decrease of 0.84%, and in 2021 there was an increase of 0.86%.

The problems currently being faced by CV. Sanggar Undangan Pekanbaru obtained during the research interview was that it is difficult for companies to innovate and develop products. Technology is developing so quickly that it is very difficult for companies to keep up with the latest trends in printing to update machines that can produce more innovative products, due to the high price of modern machines for printing equipment. The phenomenon that occurs in CV. Sanggar Undangan Pekanbaru still cannot afford the latest model of printing machine and prefers to use an old printing machine. In terms of CV services. Sanggar Undangan Pekanbaru has a phenomenon such as there are still employees who are not friendly in providing service to customers and there are employees who are not fast and responsive in their work, such as ignoring consumers. So many customers complain and choose to leave.

According to Kotler and Armstrong (2012), in a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all the values given by customers to gain benefits from owning or using a product or service. According to Kotler and Armstrong in Suparyanto and Rosad (2015:09) price is the amount of money sacrificed for a good or service, or the value from consumers that is exchanged to obtain benefits or ownership or use of a product or service.

In terms of price, there are still customers who compare the price and quality of products with other printing companies. Because customers always want to get good quality and of course cheap. The phenomenon that occurs in CV. Sanggar Undangan Pekanbaru sells several products whose prices are not commensurate with the quality of the products. This is because the price offered is still too expensive.

According to previous research, Rofiyanti (2018) stated that the quality of service at the Cibinong Branch of Oke Print Printing had a positive effect. This is in line with research by Rifqy (2014) which states that service quality and service quality have a positive and significant effect on consumer satisfaction. According to previous research by Alamsyah (2017), price and product quality have a positive effect on customer satisfaction at Printing Jaya Multi Surabaya. This is also in line with research by Iqbal et al (2023) which states that product quality and price have a positive and significant effect on customer satisfaction at Aneka Jaya Pematang Siantar Printing, both simultaneously and partially. This is also related to research by Muslima & Ernawati (2020) which states that product quality has an effect on consumer loyalty, service quality has no effect on consumer loyalty, simultaneously product quality and service quality have an effect on consumer loyalty.

LITERATURE REVIEW AND FORMULATION OF HYPOTHESES**Customer satisfaction**

According to Daryanto & Setyobudi (2014) Consumer satisfaction is an emotional assessment of consumers after consumers use a product, where the expectations and needs of consumers who use it are met.

There are 3 indicators to measure customer satisfaction according to Tjiptono (2014) forming consumer satisfaction consists of:

1. Matching expectations
2. Interested in visiting again

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3. Willingness to recommend.

Product quality

According to (Kotler & Keller, 2012) Product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

According to (Kotler & Keller, 2018) in measuring the influence of product quality using the following indicators:

1. Form
2. Feature
3. Performance quality
4. Quality of conformity
5. Resilience
6. Reliability
7. design

Service

According to Kasmir (2017), service is the action or deed of a person or organization to provide satisfaction to customers, fellow employees and also leaders. Service and providing support to customers.

Harfika and Abdullah (2017) states that service measurement can be carried out based on indicators, namely:

1. Tangible
2. Reliability
3. Responsiveness
4. Certainty
5. Empathy

Price

According to Fadil and Utama (2015) price is the amount of money paid for services or the amount of value that consumers exchange in order to get benefits from owning or using goods or services.

According to (Tjiptono & Chandra, 2017) (Budiharja, 2016) there are four indicators that characterize the price of reliability, namely:

1. Affordability
2. Price match with product quality
3. Price competitiveness
4. Matching price with benefits

The Influence of Customer Satisfaction on Product Quality

According to Tjiptono (2013) One of the factors that influences customer satisfaction is product and service features. In this case, customer satisfaction with the product or service is significantly influenced by the results of the customer's evaluation of the product or service features.

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This is supported by previous research (Agustina, 2021) stated that product quality has a positive and significant effect on customer satisfaction at Aneka Jaya Pematang Siantar Printing.

H₁: It is suspected that there is a positive influence of product quality on customer satisfaction

The Effect of Service on Customer Satisfaction

This is supported by previous research by Rofiyanti (2019) stated that partially service had a significant effect on customer satisfaction at Oke Print Cibinong Branch.

H₂: It is suspected that there is a positive influence of service on customer satisfaction

The Effect of Price on Customer Satisfaction

This is supported by research by Alamsyah (2017) stated that price has a positive effect on customer satisfaction at Printing Jaya Multi Surabaya.

H₃: It is suspected that there is a positive influence of price on customer satisfaction

METHOD

This research uses quantitative methods and types of descriptive and causal research with a quantitative approach. This research uses quantitative studies using the method of distributing questionnaires via Google Form with a sample size of 116 respondents. Because this quantitative research uses questionnaires, data quality tests are needed such as validity and reliability tests, and also data analysis techniques in this research are descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing using the SPSS version 22 statistical analysis application. .

RESULT AND DISCUSSION

Descriptive Statistics Test Results

Table 2. Descriptive Statistical Analysis Test Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality (X1)	116	78	105	89.96	7,623
Service (X2)	116	51	75	64.91	6,754
Price (X3)	116	35	60	52.27	5,901
Customer Satisfaction (Y)	116	29	45	38.66	4,478
Valid N (listwise)	116				

Source: Processed Data (2022)

Based on table 1 above, the descriptive statistical analysis of this research variable can be explained as follows:

1. Product quality

Based on the statistical tests above, it is known that the minimum value is 78, the maximum value is 105 and the average value (mean) is 89.96 with a standard deviation of 7.623. The average value and standard deviation of Product Quality shows that there is good data because the average value is greater than the standard deviation value

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2. Service

Based on the statistical tests above, it is known that the minimum value is 51, the maximum value is 75 and the average value (mean) is 64.91 with a standard deviation of 6,754. Service mean and standard deviation shows that there is a reason why the data is good because the average value is greater than the standard deviation value.

3. Price

Based on the statistical tests above, it is known that the minimum value is 35, the maximum value is 60 and the average value (mean) is 52.27 with a standard deviation of 5,901. Average value and standard deviation of Prices shows that there is a reason why the data is good because the average value is greater than the standard deviation value.

4. Customer satisfaction

Based on the statistical tests above, it is known that the minimum value is 29, the maximum value is 45 and the average value (mean) is 38.66 with a standard deviation of 4,478. Average value and standard deviation Satisfaction shows that there is a cause of good data because the average value is greater than the standard deviation value.

Validity Test Results

Table 3. Validity Test Results

Variable	Items	r count	r table	Information
Product Quality (X1)	X1.1	0, 1	0.1824	Valid
	X1.2	0.693	0.1824	Valid
	X1.3	0.574	0.1824	Valid
	X1.4	0.569	0.1824	Valid
	X1.5	0.478	0.1824	Valid
	X1.6	0.430	0.1824	Valid
	X1.7	0.430	0.1824	Valid
	X1.8	0.293	0.1824	Valid
	X1.9	0.241	0.1824	Valid
	X1.10	0.200	0.1824	Valid
	X1.11	0.202	0.1824	Valid
	X1.12	0.197	0.1824	Valid
	X1.13	0.252	0.1824	Valid
	X1.14	0.253	0.1824	Valid
	X1.15	0.147	0.1824	Valid
	X1.16	0.258	0.1824	Valid
	X1.17	0.307	0.1824	Valid
	X1.18	0.160	0.1824	Valid
	X1.19	0.146	0.1824	Valid
	X1.20	0.022	0.1824	Valid
	X1.21	-0.025	0.1824	Valid
	Items	rcount	rtable	Information
	X2.1	0.1	0.1824	Valid

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Variable	Items	r count	r table	Information
	X2.2	0.545	0.1824	Valid
	X2.3	0.621	0.1824	Valid
	X2.4	0.575	0.1824	Valid
	X2.5	0.553	0.1824	Valid
	X2.6	0.461	0.1824	Valid
	X2.7	0.496	0.1824	Valid
	X2.8	0.427	0.1824	Valid
	X2.9	0.437	0.1824	Valid
	X2.10	0.399	0.1824	Valid
	X2.11	0.484	0.1824	Valid
	X2.12	0.231	0.1824	Valid
	X2.13	0.390	0.1824	Valid
	X2.14	0.394	0.1824	Valid
	X2.15	0.453	0.1824	Valid
	Items	rcount	rtable	Information
	X3.1	0.1	0.1824	Valid
	X3.2	0.667	0.1824	Valid
	X3.3	0.721	0.1824	Valid
	X3.4	0.497	0.1824	Valid
	X3.5	0.606	0.1824	Valid
	X3.6	0.538	0.1824	Valid
	X3.7	0.446	0.1824	Valid
	X3.8	0.560	0.1824	Valid
	X3.9	0.350	0.1824	Valid
	X3.10	0.488	0.1824	Valid
	X3.11	0.509	0.1824	Valid
	X3.12	0.438	0.1824	Valid
	Items	rcount	rtable	Information
	Y1.1	0.1	0.1824	Valid
	Y1.2	0.512	0.1824	Valid
	Y1.3	0.642	0.1824	Valid
	Y1.4	0.537	0.1824	Valid
	Y1.5	0.449	0.1824	Valid
	Y1.6	0.401	0.1824	Valid
	Y1.7	0.511	0.1824	Valid
	Y1.8	0.406	0.1824	Valid
	Y1.9	0.387	0.1824	Valid

Source: Processed Data (2022)

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From table 3 above, it can be seen that each question item for each variable is valid. This validity can be identified if the correlation value is large from the r table then the data is valid. The r table value is degree of freedom (df) = $n-2 = 116-2 = 114$ with an alpha of 0.05, the r table is 0.1824. Thus, the statement items used in this research are declared valid and can be used as research data.

Reliability Test Results

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Information
Product Quality (X1)	0.927	0.60	Reliable
Service (X2)	0.938	0.60	Reliable
Price (X3)	0.932	0.60	Reliable
Satisfaction (Y)	0.895	0.60	Reliable

Source: Processed Data (2022)

Based on table 4 above, you can see the results of reliability testing for each variable, data obtained is greater than 0.60, namely from the variables Product Quality of 0.927, Service of 0.938, Price of 0.932, and Satisfaction of 0.895, which means the data is reliable.

Normality Test Results

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
	N	116
Normal Parameters a, b	Mean	.0000000
	Std. Deviation	2.62584385
Most Extreme Differences	Absolute	.135
	Positive	.102
	Negative	-.135
Statistical Tests		.135
Asymp. Sig. (2-tailed)		,000

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Data (2022)

Kolmogrov-Smirnov normality test show a significant value of $0.000 > 0.05$, which means that the regression model meets the normality assumption.

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Multicollinearity Test

Table 6. Multicollinearity Test Results

Model	Coefficients^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	7,565	3,074		2,461	,015		
Product Quality (X1)	-.036	,044	-.062	-.836	,405	,557	1,795
Service (X2)	,048	,059	,072	,801	,425	,382	2,619
Price (X3)	,599	,058	,789	10,316	,000	,525	1,904

a. Dependent Variable: Customer Satisfaction (Y)

Source: Processed Data (2022)

Based on table 6, the results of the multicollinearity test show that the VIF value is greater than the Tolerance value . This explains that there is no multicollinearity between the independent variables.

Heteroscedasticity Test Results

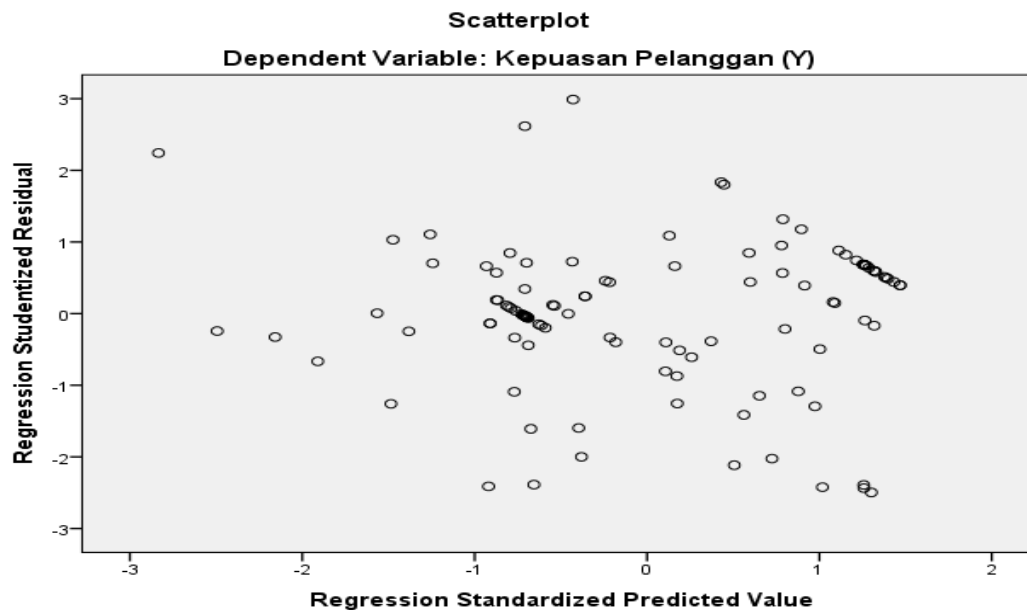


Figure 1. Heteroscedasticity Test Results

Source: Processed Data (2022)

In Figure 1, it can be seen that the patterns that emerge do not form a particular or regular pattern, and tend to have random and irregular patterns, so it can be concluded that the regression does not experience heteroscedasticity interference.

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Multiple Linear Regression Analysis Test Results

Table 7. Multiple Linear Regression Analysis Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,565	3,074		2,461	,015
Product Quality (X1)	-.036	,044	-.062	-.836	,405
Service (X2)	,048	,059	,072	,801	,425
Price (X3)	,599	,058	,789	10,316	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Processed Data (2022)

Based on table 7, a multiple linear regression equation can be prepared as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 7.565 - 0.036 X_1 + 0.048 X_2 + 0.599 X_3 + e$$

The numbers in the multiple linear regression equation can be interpreted as follows:

1. The constant value states that it is 7,565, indicating that if there are no independent variables (Product Quality, Service, and Price) then Satisfaction still produces a value of 7,565 or in other words, if the variables X1,
2. Variable regression coefficient Product Quality (X1) is -0.036 which shows that the variable increases Product Quality (X1) by 1 unit will increase the Satisfaction variable (Y) by -0.036 with the assumption that other variables are constant.
3. The Service regression coefficient (X2) is 0.048, which indicates that an increase in the Service variable (X2) by 1 unit will increase the Satisfaction variable (Y) by 0.048 with the assumption that other variables are constant.
4. The variable regression coefficient (X3) is 0.599, which indicates that an increase in the Price variable (X3) by 1 unit will increase the Satisfaction variable (Y) by 0.599 with the assumption that the other variables are constant.

F Test Results (Godness Fit of Model)

Table 8. Model Feasibility Test Results (F Test)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1512,957	3	504,319	71,234	,000 ^b
Residual	792,931	112	7,080		
Total	2305.888	115			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Price (X3), Product Quality (X1), Service (X2)

Source: Processed Data (2022)

Based on the results in table 8, it is shown that the significance value is smaller than 0.05. From the table data, the value of significance shows $0.000 < 0.05$. So the research model is declared feasible.

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Hypothesis Test Results (T Test)

Table 9. T Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,565	3,074		2,461	,015
Product Quality (X1)	-.036	,044	-.062	-.836	,405
Service (X2)	,048	,059	,072	,801	,425
Price (X3)	,599	,058	,789	10,316	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Processed Data (2022)

1. In the test results for the Product Quality variable (X1), the calculated t value was $-0.836 > 1.98137$ t table with a significance level of $0.405 > 0.05$. So H_0 is rejected and the accepted hypothesis is H_1 which means the Product Quality variable (X1) Partially has a significant effect on buying interest.
2. calculated t value of $0.801 > 1.98137$ t table with a significance level of $0.425 > 0.05$. So H_0 is rejected and the accepted hypothesis is H_1 which means the Service variable (X2) partially has a significant effect on buying interest.
3. Price (X3) obtained a calculated t value of $10.316 > 1.98137$ t table with a significance level of $0.000 > 0.05$. So H_0 is rejected and the hypothesis accepted is H_1 , which means that the price variable (X3) partially has a significant effect on buying interest.

Coefficient of Determination Test Results (R^2)

Table 10. Coefficient of Determination Test Results

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810 ^a	,656	,647	2,661

a. Predictors: (Constant), Price (X3), Product Quality (X1), Service (X2)

b. Dependent Variable: Customer Satisfaction (Y)

Source: Processed Data (2022)

Based on table 10, the results of the coefficient of determination test (R^2) in the table above show that the R^2 value is 0.647, which means 64.7% of the Satisfaction variable (Y) which can be explained by the variables Product Quality (X1), Service (X2) Price (X3). While the remainder is equal to 60.7% can be explained by other variables not used in this research.

RESEARCH LIMITATIONS

Based on the results of the research that has been carried out, there are several limitations in this research, including in the process of filling out the questionnaire, the information provided by respondents through the questionnaire sometimes does not show the actual opinion of the respondent, this happens because sometimes there are differences

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in thoughts, assumptions and understandings between each person. respondents, other factors such as the honesty factor in filling in the respondents' opinions in the questionnaire, and also the lack of specificity of the product used as the subject of this research is only a general description of the variables used which may not be able to describe the actual situation. The content and results of this research are still far from perfect so that future researchers can get better and maximum results. Based on the limitations of the research above, several suggestions for further researchers are as follows: it is recommended for future researchers to research other factors that can influence consumer buying interest in Leton Coffee Pekanbaru.

CONCLUSIONS

The Product Quality variable has a positive and significant effect on satisfaction with CV.Sanggar Undangan products in the city of Pekanbaru. This means the better the product quality then satisfaction with CV.Sanggar Undangan Printing products in the city of Pekanbaru will increase. Service Variables has a positive and significant effect on satisfaction with CV.Sanggar Undangan products in the city of Pekanbaru. This means that the better the service created, the greater the satisfaction with CV.Sanggar Undangan products in the city of Pekanbaru. The price variable has a positive and significant effect on satisfaction with CV.Sanggar Undangan products in the city of Pekanbaru. This means that the better the price given, the greater the satisfaction with CV.Sanggar Undangan products in the city of Pekanbaru.

SUGGESTION

Based on the discussion that has been presented and these weaknesses, the author provides suggestions, namely:

1. For future researchers who wish to research or continue this research, it is recommended to continue or develop this research by expanding other variables that can influence product quality other than service and price. For example: price perceptions, promotions, trust and so on which can influence satisfaction.
2. For Companies

Based on the research results, it is known that questionnaire respondents are concerned about product quality it's been very good. However, the company must pay attention to the negative opinion indicator, because this indicator is the lowest compared to other indicators. Companies need to maintain the quality of product printing, so that consumers give positive reviews to the company. So it can increase customer satisfaction with the product.

For service, companies need to provide education to employees so that they provide good and maximum service to all consumers who come. So that it can increase customer satisfaction with the product.

For prices, companies need to do research on all product prices available at CV.Sanggar Undangan considering the large number of printing entrepreneurs in the city of Pekanbaru so that they can become a reference for consumers in choosing products from CV.Sanggar Undangan printing. So it can also increase customer satisfaction with the product.

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